

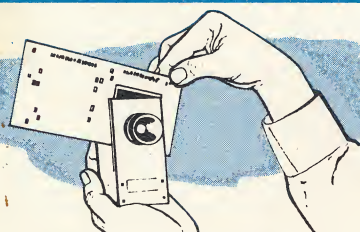
REMARKABLE NEW POCKETSIZE
taylor-merchant

12X and 16X microfiche viewers

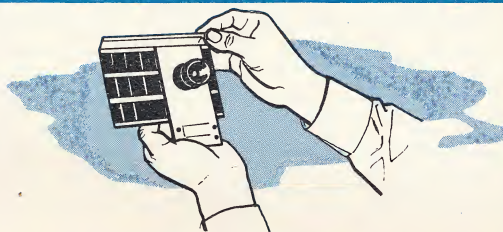
Miracle of Miniaturization



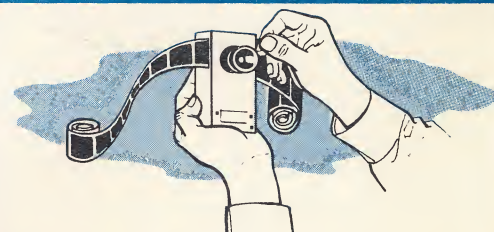
LOW COST BREAKTHROUGH TO EXPANDED MICROFICHE SYSTEMS AND FULL USER ACCEPTANCE. HIGH POWER PRECISION INSTRUMENT READY TO OPERATE IN AN INSTANT... ANYWHERE... ANYTIME!



FOR APERTURE CARDS



FOR JACKETS



FOR ROLL FILM ETC.

DESIGNED FOR: Short duration reading... quick reference checking... specification, dimension, and detail verification... content confirmation, etc.

FUNCTION: Permits instant retrieval of compressed data in microform. Saves time, space and expense... supplements and improves the efficiency of any existing microfilm system... speeds up operations and cuts costs... fills the long time need for a practical, inexpensive hand unit.

CAPABILITY: For use with microfiche but will perform equally well with aperture cards, jackets, unitized or roll film, etc., etc.

The T.M. Micro-Viewer is a precision engineered instrument that fits comfortably in the hand, in a pocket, portfolio or drawer and is ready in an instant for use... at a desk, in a plane, car, train or in the field.

SPECIFICATIONS: Some of the features include:

Lightweight: 7 oz. Slightly larger than a pack of cigarettes

Light Source: Self-contained bright light, powered by two conventional inexpensive penlite batteries. On/Off switch control.

Optics: Precision variable focus lens system... extra wide eyepiece eliminates eye distraction... specially designed optics for maximum field of view and minimum peripheral distortion... protective lens cap.

Operation: Microfiche slips in and out... instant reading... simple, trouble-free.

Unique patent pending pressure plate that holds the subject microform in a precise flat plane for accurate viewing... microfilm is safe from scratching and can be moved easily in all directions for complete scanning.

Quality: Precision moulded, heavy duty plastic and metal parts.

INDUSTRY — MILITARY — GOVERNMENT AGENCIES — LIBRARIES — ARCHIVES

Now, streamline your operation — cut costs — with effective precision T.M. Micro-Viewers.

**16X and
12X model**

\$17⁹⁵

the taylor-merchant corporation • microfilm division
25 west 45th street, new york, n.y. 10036 • plaza 7-7700

EFF. DATE 3-1-67 Prices subject to change without notice — FOB NYC

THE TAYLOR-MERCHANT CORPORATION
25 West 45th St. / New York, N. Y. 10036
Gentlemen: Please send the following micro-viewers:

_____ 12X Model(s) @ \$17.95
_____ 16X Model(s) @ \$17.95

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

visual aids that get your sales message across

25 WEST 45TH STREET • NEW YORK, N. Y. 10036 • TEL. (212) 757-7700

SOMETIMES a whisper is heard

above the shouting.....

So, we would like to quietly announce a
breakthru in microform retrieval viewing
equipment.....a most important link in
the full range of microform hardware
necessary for acceptance by all who are
anxious to take advantage of the benefits
of microfilm systems.

miracle

of

miniaturization

We simply ask that you read the enclosed
information about our new 16X and 12X
pocket-sized Micro-Viewers.....

They're remarkable precision-made
optical instruments, with unique self-
illumination systems, designed for instant
use anywhere...and low cost too!

Try one...show it to your staff...you'll be
glad you did.

We guarantee it!

Cordially,



Harvey B. Schneider
Director of Sales

enc.

FIRST CLASS
PERMIT NO. 12138
NEW YORK, N. Y.

BUSINESS REPLY MAIL
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

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THE TAYLOR-MERCHANT CORP.
25 WEST 45th STREET
NEW YORK, N. Y. 10036

MICROFILM DIVISION



TAYLOR-MERCHANT MICRO-VIEWER ORDER FORM

PLEASE SEND

QUAN.	ITEM	UNIT	EXT.
	TM 16X MICRO-VIEWER		
	TM 12X MICRO-VIEWER		
N. Y. RESIDENTS ADD N. Y. SALES TAX ADD .25 DELIVERY PER UNIT. MAXIMUM \$1.00 CHARGE FOR UP TO 12 UNITS		SUB TOTAL	
		N. Y. STATE TAX	
		DELIVERY	
		TOTAL	

SHIP TO

NAME

TITLE

PLEASE PRINT

ORGANIZATION

P.O. #

INVOICE TO

ADDRESS

CITY

STATE

ZIP CODE

RATED COMPANIES WILL BE BILLED IF REQUESTED

INDIVIDUALS PLEASE ENCLOSE CHECK.